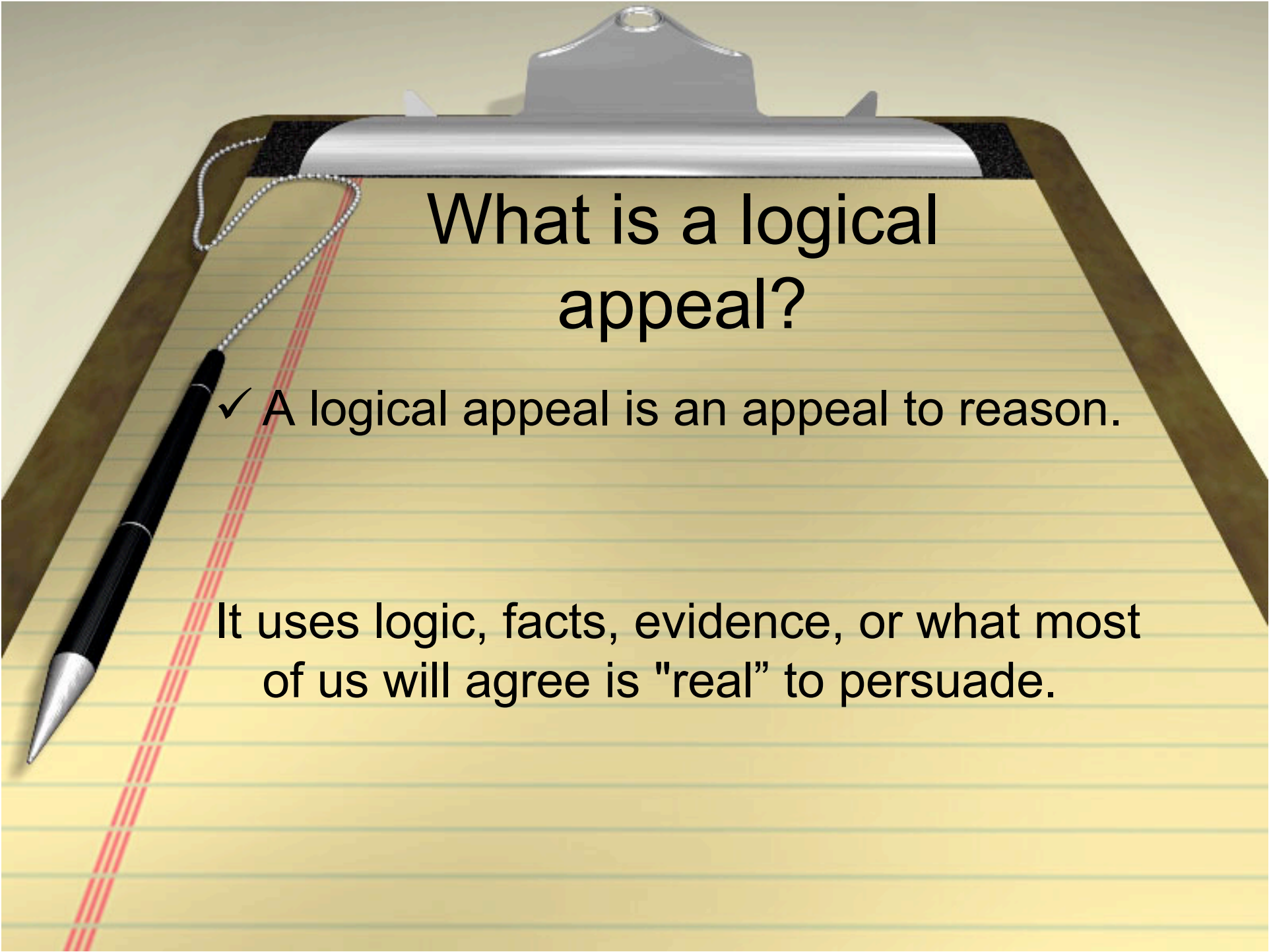


Persuasive Appeals


Logos



What is a logical appeal?

✓ A logical appeal is an appeal to reason.

It uses logic, facts, evidence, or what most of us will agree is "real" to persuade.



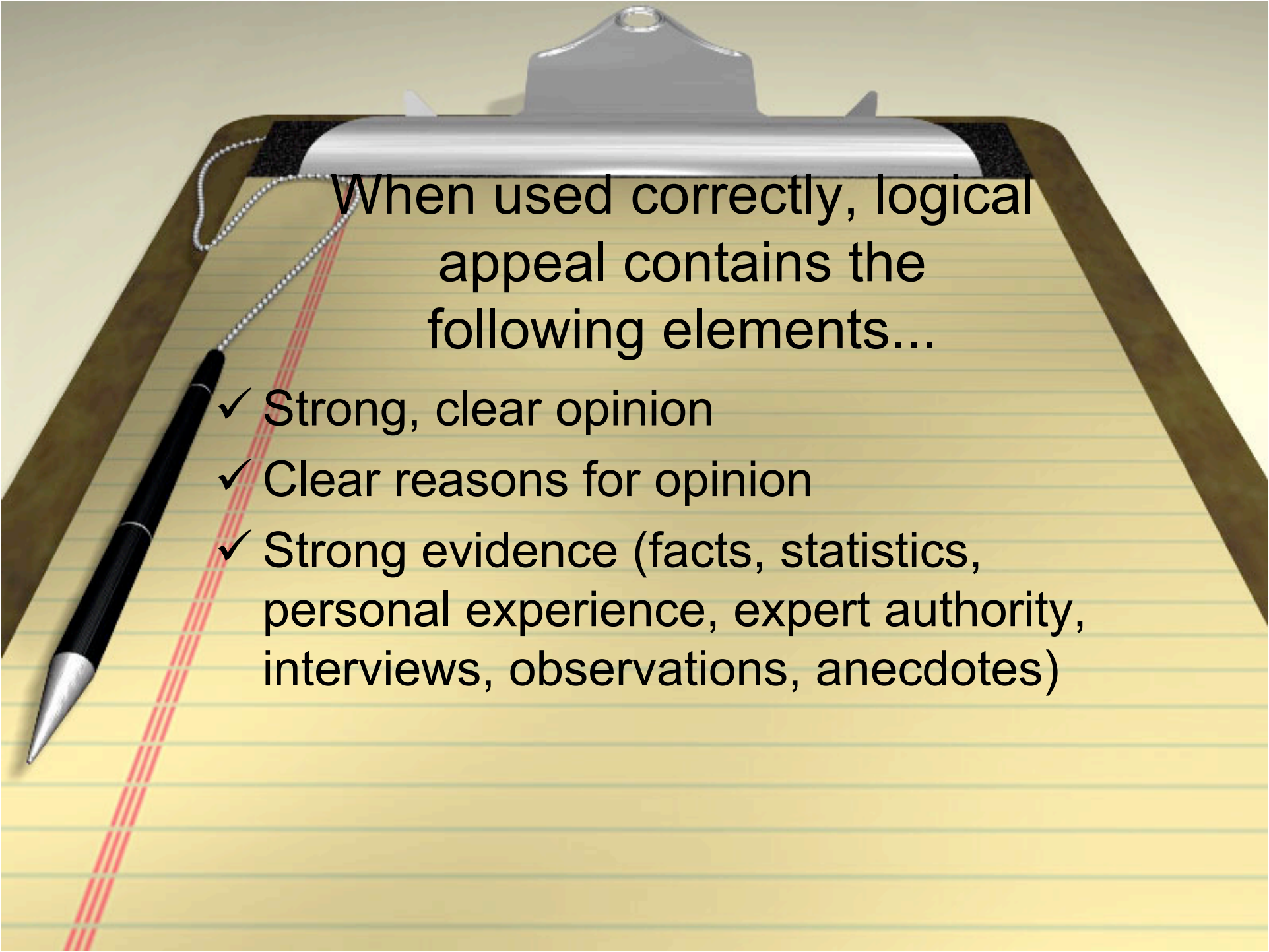
What does a logical appeal look like?

- ✓ Details (like photographs, movie clips)
- ✓ Statistics (from a reliable source)
- ✓ Expert testimony (from a reliable source)
- ✓ Facts (often subject to definition)
- ✓ Definitions as used in context



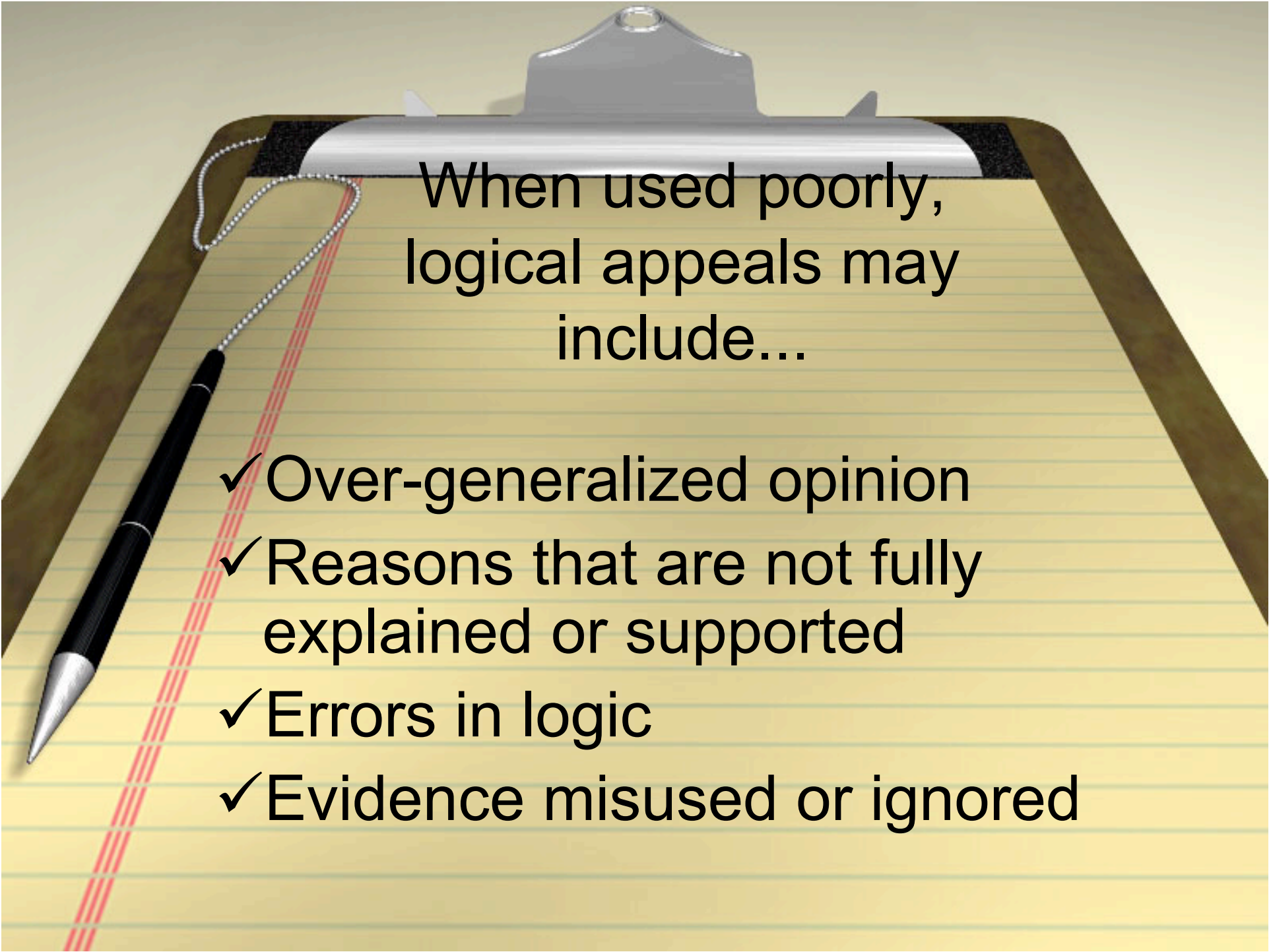
For Example...

- ✓ Notice the use of statistics to sell
- ✓ Notice the testimony of experts
- ✓ Notice the facts
- ✓ Notice the use of images



When used correctly, logical appeal contains the following elements...

- ✓ Strong, clear opinion
- ✓ Clear reasons for opinion
- ✓ Strong evidence (facts, statistics, personal experience, expert authority, interviews, observations, anecdotes)



When used poorly,
logical appeals may
include...

- ✓ Over-generalized opinion
- ✓ Reasons that are not fully explained or supported
- ✓ Errors in logic
- ✓ Evidence misused or ignored

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